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What is claimed is:

1. A device for attaching an advertising display to a hose, comprising:  
a cylindrically shaped foam insert designed for placement on the hose, and  
5 a covering adapted to at least substantially cover the foam insert,  
wherein the covering includes an advertising display.
2. The device of claim 1, wherein the covering is attached to the foam insert.
- 10 3. The device of claim 2, wherein the covering is attached to the foam insert with  
a zipper.
4. The device of claim 2, wherein the covering is attached to the foam insert with  
VELCRO.
- 15 5. The device of claim 1, wherein the covering is secured to the hose.
6. The device of claim 5, wherein the covering is secured to the hose with at least  
one cable tie.
- 20 7. The device of claim 1, wherein the foam insert has a hollow core.
8. The device of claim 1, wherein the foam insert has a slit designed for placing  
the foam insert on a hose.
- 25 9. The device of claim 1, wherein the covering includes formed pockets for cable  
ties.
10. The device of claim 1, further comprising at least one reflective strip attached  
30 on the covering.

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11. The device of claim 1, further comprising a glossy covering secured to the covering and covering the advertising display.

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12. A device for attaching an advertising display to a hose, comprising:  
a cylindrically shaped foam insert designed for placement on the hose,  
a covering adapted to at least substantially cover the foam insert, wherein  
the covering includes an advertising display,  
5 a first securing means for securing the covering to the foam insert, and  
a second securing means for securing the device to the hose.
13. The device of claim 12, wherein the foam insert has a hollow core.
- 10 14. The device of claim 12, wherein the foam insert has a slit designed for placing  
the foam insert on a hose.
- 15 15. The device of claim 12, wherein the first means for securing the covering to  
the foam insert comprises a zipper.
16. The device of claim 12, wherein the first means for securing the covering to  
the foam insert comprises VELCRO.
17. The device of claim 12, wherein the second means for securing the device to  
20 the hose comprises cable ties.
18. The device of claim 12, wherein the covering includes formed pockets for  
cable ties.
- 25 19. The device of claim 12, further comprising at least one reflective strip  
attached on the covering.
20. The device of claim 12, further comprising a glossy covering secured to the  
covering and covering the advertising display.  
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21. A method for placing advertising on a hose, comprising the steps of:  
obtaining a device, comprising:  
a cylindrically shaped foam insert designed for placement on the hose,  
a covering adapted to at least substantially cover the foam insert, wherein  
5 the covering includes an advertising display, and  
placing the device on the hose.
22. The method of claim 21, further comprising the step of securing the device to  
the hose.
- 10 23. The method of claim 22, wherein the securing step is accomplished using  
cable ties.
24. The method of claim 21, wherein the placing step comprises first placing the  
15 foam insert on the hose, then covering the foam insert with the covering.
25. The method of claim 21, further comprising the step of securing the covering  
to the foam insert.
- 20 26. The method of claim 25, wherein the securing step is accomplished using a  
zipper.
27. The method of claim 25, wherein the securing step is accomplished using  
VELCRO.
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